

REQUEST FOR PROPOSALS (RFP)
For the City of West Des Moines
PROFESSIONAL LOBBYING SERVICES FOR 2015

1. INVITATION

The City of West Des Moines is soliciting proposals for professional lobbying services to the City. The City is seeking a firm to represent their interests to the Executive and Legislative Branches of Iowa State Government during the 2015 Legislative Session and throughout the interim period. Firms experienced in representing local government issues, regional collaboration, and economic development are encouraged to apply. Contract term will be January 1, 2015 through December 31, 2015.

2. PROCESS

- A. **DISTRIBUTION OF REQUEST FOR PROPOSAL (RFP):** The RFP will be published in the Des Moines Register and also on the City's website: www.wdm.iowa.gov.
- B. **PROPOSAL PERIOD:** The proposal period will commence on the date the RFP is issued and will end with the submission of the proposal as outlined in section 2.G.
- C. **QUESTION AND ANSWERS:** During the proposal period, firms will be allowed to submit written questions and written requests for additional information. All requests shall be directed to Tom Hadden, City Manager at Tom.Hadden@wdm.iowa.gov or McKinlee Ritter at McKinlee.Ritter@wdm.iowa.gov. **All questions and requests must be received by October 17, 2014, at 5 p.m.**
- D. **RECEIVE PROPOSALS:** Proposals shall be addressed to the City Clerk and will be received at the Clerk's office at 4200 Mills Civic Parkway, Suite 1A, West Des Moines, Iowa, 50265, until 2:00 p.m., on Wednesday, October 22, 2014. Submittals and materials received after the time specified above will not be considered and will be returned unopened to the sender.

No costs associated with the preparation of this proposal, or incurred in any manner by the submitter, may be charged to the City. All materials submitted in response to this Request for Proposal will be considered the property of the City. The City reserves the right to use any and all ideas submitted in the proposals received unless those ideas are protected by copyright, legal patent or proprietary rights as stated by the proposer.

- E. **PROPOSAL ACCEPTANCE, REJECTION:** Proposals will be reviewed privately by the Selection Committee. The City reserves the right to:
- Waive any informality or irregularity in any proposal received;
 - Reject a proposal if it is not in full and complete compliance with the requirements and formats specified herein;
 - Reject a proposal which is in any way incomplete or irregular;
 - Reject all proposals if the proposals do not meet the overall standards established by this Request for Proposals, are otherwise inappropriate, or if it is in the best interest of the City to reject all proposals.
 - If the City rejects all proposals it may thereupon either cancel this solicitation or re-solicit for proposals.
 - The City will select a short list of firms that will be asked to make a formal presentation.
- F. **PRESENTATION OF PROPOSALS TO SELECTION COMMITTEE:** Selected firms will be asked to present their proposals to the Selection Committee the week of November 3rd, 2014. Each firm may present their

proposal to the selection committee in a one-hour session, including a short time for question and answers. Presentations will take place in the Training Room at the City of West Des Moines City Hall, 4200 Mills Civic Parkway, West Des Moines, Iowa. The order of presentations will be determined randomly. Selected firms will be notified of the presentation schedule after the short list is announced. Immediately prior to each presentation, each firm will be allowed a maximum of fifteen (15) minutes to set up its presentation.

- G. TENTATIVE SCHEDULE: Included below for reference is the tentative schedule. Schedule is subject to change.

Publication of RFP	Friday, October 3, 2014
Deadline for proposal submittals	Wednesday, October 22, 2014 @ 2 p.m.
Selection of firms for short list	Monday, October 27, 2014
Interviews with short list firms	Week of November 3, 2014
Council award of contract	Monday, December 1, 2014

- H. SELECTION COMMITTEE: The members of the Committee will be representative of the City departments working with the firm during the legislative session.

3. SUBMITTAL REQUIREMENTS

- A. PROPOSAL SUBMITTAL SPECIFIC REQUIREMENTS: Eight hard copies of the proposal must be submitted, along with a copy of the submittal in PDF file format on a thumb drive.

1. COVER LETTER: Introduction of firm and direct representative or representation team. An officer of the firm submitting the RFP and the firm's lobbyists shall sign the cover letter.
2. PROJECT NARRATIVE: The submittal should address each of the following criteria:
 - Resumes of each lobbyist in the firm
 - Brief description of each lobbyist's work experience with public organizations, local governments, and regional collaboration efforts
 - Experience with regional collaboration efforts,
 - Brief synopsis of each lobbyist's knowledge or experience working with local government legislative priorities including: Tax Increment Financing, Local Option Sales Tax, Hotel/Motel Tax, Local Governance Issues, Commercial Property Tax, and the Iowa Public Employee Retirement System
 - Brief description of each lobbyist's experience working with executive branch and legislative leaders
3. PROFESSIONAL SERVICES: Submit a fee summary for professional services **outlined in the Scope of Services, Exhibit A**. Fees should be stated in a fixed (not to exceed) number.
4. REFERENCES: Provide at least three (3) references for each lobbyist. For each reference, list the person's name, address and current telephone number, and nature of the relationship.

4. EVALUATION AND SELECTION

An Evaluation and Selection Committee comprised of representatives of the City will review all proposals and select which firms to interview based on the highest scores from the criteria: expertise, qualifications, and cost effectiveness. The firm best qualified will be recommended to the City Council. Subsequently, the City will negotiate a contract with the winning firm. It is anticipated the City Council will consider approval of the recommended successful proposal at the December 1, 2014 City Council meeting.

5. SELECTION CRITERIA

The Evaluation and Selection Committee will use the following competitive criteria to evaluate proposals. Points will be awarded according to how well each proposal meets these criteria.

1. Expertise
 - a. Knowledge of local government priorities
 - b. Understanding of key issues affecting local governments
 - c. Knowledge of regional collaboration efforts and initiatives
 - d. Familiarity with and established relationships with key law makers and executive branch policy makers
 - e. Ability to share, in a timely manner, legislative updates with key decision makers.
 - f. Demonstrated ability to work with other interested professional groups in achieving legislative goals
2. Qualifications
 - a. Qualifications of the firm
 - b. Experience working with public organizations, preferably local or regional governments
 - c. Examples of successful legislative initiatives for public organizations or local governments
 - d. Experience working with legislative and executive branch leadership
3. Cost Effectiveness
 - a. Review of fees to deliver outlined services

6. SUPPORTING DOCUMENTS

Attached Exhibits:

Exhibit A - Scope of Services

Exhibit A – Scope of Services

Services during Legislative Session:

The representative or team of representatives will be asked to assist or coordinate the following activities:

- Assist the City in the development of legislative agenda or guidelines for the 2015 Legislative Session;
- Monitor and track legislative activity;
- Recommend strategies on pertinent issues with the Legislative and Executive Branches;
- Set up and participate in formal or informal meetings with key decision makers, legislators, and other influential persons;
- Provide regular (weekly) legislative updates through written and/or oral briefings to City Staff and Elected Officials;
- Furnish the City with relevant copies of legislative work products such as bills, amendments, committee reports, testimony and media releases;
- Assist the City with development of communications (talking points or press releases relative to legislative issues;
- Collaborate with other interest groups that support local government entities or large cities;
- General monitoring of interim committees and maintaining legislative contacts.

Services during Legislative Interim:

- As requested by the City, monitoring the Administrative Rules Review Committee, lobbying specific interim committees, and relevant executive branch agencies including the Governor's Office.
- Furnishing legislative and executive branch work products and reports on activities relevant to the City's governmental relations objectives including meeting with the City staff, elected and appointed officials, and citizen groups as requested.